



Women: Trends & Health Ingredients

What do women want? This is a timeless question that allures many, especially those in the food and beverage industry. Today, women account for 85-95% of all household spending decisions and consumer purchases¹. With that figure, it is apparent that both the food companies and beverage companies should be spending considerable effort to entice women. Adding another challenge into the marketing game is the fact that many women put their family first before purchasing for themselves. To combat this intrinsic quality, companies must truly understand what health concerns top a women's mind.

Intimately understanding a niche group of people is often not feasible, but it is possible to hone in on a particular area of concern. Healthy living is a global trend, one that is relatable to women on an individual level. Research shows that one of the top health concerns of women is cardiovascular disease, the number one killer today. Along with that alarm, are osteoporosis, general health & immunity, weight management [and the risks of weight gain – diabetes, stroke, etc.], the effects of quality sleep and even beauty. The following provide particular ingredients which correspond with women's health concerns.

Heart Health

- Omega-3s: studies have shown omega-3s reduce LDL cholesterol & triglyceride levels and lower blood pressure
- Phytosterols: inhibit the intestinal absorption of cholesterol and facilitate the lowering of serum cholesterol
- Coenzyme Q10: helps sustain heart health and blood pressure
- Tea Polyphenols: may support healthy cholesterol levels
- Citrus Bioflavonoids: may support heart health by protecting blood vessels and LDL cholesterol from oxidative damage
- Additional ingredients for Heart Health include: Beta Glucan, Carotenoids, Fiber, Grapeseed Extract, Theaflavins, Resveratrol

Bone & Joint Health

- Hyaluronic Acid: essential for the preservation of synovial joint fluid which maintains bones & joints
- Soy Isoflavones: may alleviate menopausal symptoms and maintain bone health

***Delivering Innovative Flavor, Color, Ingredient System and
Process Technology Solutions to the Food and Beverage Industry***

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- Additional ingredients for Bone and Joint Health include: Methylsulfonyl Methane (MSM), Boswellia Serrata, Glucosamine, Chondroitin Sulfate, Calcium & Vitamin D, Collagen Hydrolysate, Horsetail Extract, Devil's Claw, Olive Polyphenols, Citrus Bioflavonoids

Immunity

- Cranberry Extract: increases the acidity of urine making it more difficult for bacteria to adhere to the urinary tract wall, thus supporting a healthy urinary tract
- Citrus Bioflavonoids: associated with reduced risks of chronic diseases
- Grapeseed Extract: proanthocyanidins from grapeseed work synergistically with vitamin C and help vitamin C enter the body's cells, thus supporting proper immune function
- Additional ingredients for Immunity include: Tea Polyphenols, Arabinogalactan, Astragalus, Bilberry Extract, Echinacea, Isoflavones, Cranberry Extract, Fucoidan, Vitamins A, C & E

Beauty

- Coenzyme Q10: supports collagen and elastin production
- Hyaluronic Acid: supports volume of the skin
- Tea Polyphenols: powerful antioxidants protect against the effects of aging, capture & neutralize free radicals
- Citrus Bioflavonoids: may help support skin by strengthening capillary walls and connective tissue
- Additional ingredients for Inside Beauty include: Lingonberry Extract, Aloe Vera, D-Biotin, Lycopene, Astaxanthin, Flaxseed Oil or Hi-Omega Cranberry, Lutein, Pine Bark Extract, Vitamins A, C & E, Emblica Powder (Indian Gooseberry)

Holistic Sleep

- L-Theanine: promotes relaxation; penetrates the brain and increases the concentration of serotonin and dopamine; low levels of serotonin and dopamine are associated with signs of depression
- Passionflower Extract: widely used by the Aztecs as a sedative, flavonoids present in passionflower can inhibit the breakdown of serotonin
- Chamomile Extract: flavonoids present in chamomile help alleviate anxiety and promote sleep and relaxation
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- Additional ingredients for Holistic Sleep include: GABA, 5-Hydroxytryptophan, Melatonin, Valerian Root Extract, Lemon Balm Extract, Rhodiola Rosea Extract, Lavender Extract, Elderflower Extract, Lemongrass

Weight Management

- Conjugated Linoleic Acid: may aid in the maintenance of healthy weight by reducing overall body fat content
- Green Coffee Extract: may reduce the absorption of carbohydrates that are consumed and supports normal blood sugar levels
- Green Tea Catechins: green tea catechins, especially EGCG, have been reported to have a thermogenic effect – causing an increase in metabolism
- Additional ingredients for Weight Management include: Caffeine, Chromium Picolinate, Fiber, Garcinia Cambogia, Chitosan, Guarana, Stevia, Yerba Mate, Fucoxanthin

¹ *Natural Products Insider*, "Marketing Supplements, Healthy Food to Women"

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